

Justification Letter for the City of Las Vegas Planning & Development

In addition to the first page summarizing ourselves and our new business, we are requesting approval for a Special Use Permit from the City of Las Vegas in order to open and operate our Children's Orchard franchise. We intend to use our leased space for the sole purpose of selling "upscale resale" children's clothing, equipment, and toys. We will be selling 70% used inventory and 30% new inventory. Our used inventory will be acquired from customers in our community who wish to sell their gently used items for cash or store credit. Our new inventory will be from various approved vendors associated with Children's Orchard corporate. We will provide a clean and immaculate, upscale environment in which to do business. Our main clientele will consist of families with children and grandparents and extended family purchasing for the children in their family.

There are currently two other Children's Orchard stores operating in the Las Vegas Valley. There is one located in Henderson in Pebble Marketplace and the other store is located in the northwest valley on Ann Road. There are additional similar stores in Las Vegas as well. One is called Sunflower Kids in Henderson and one is called Kid to Kid on Sahara Avenue.

We fully intend to operate within the guidelines and laws set forth by the City of Las Vegas and plan to grow our business into a successful endeavor that will benefit the community we live and work in.

SUP-25255
12/06/07 PC

RECEIVED
OCT 23 2007

TylerMatsonLily, Inc
dba Children's Orchard
Owners

President: Stephanie Fournier
Treasurer: Matthew Fournier

As owners of our very own Children's Orchard franchise, we are looking to grow a successful business and make a positive impact on the community we live and operate in. We both have several years of small business ownership experience, along with over 6 years of retail and management experience. We have established two corporations to date 1) Matthew D. Fournier, Inc. dba Ameriprise Financial and 2) TylerMatsonLily, Inc. dba Children's Orchard.

My husband, Matthew, is currently in business for self with Ameriprise Financial where he has been a Senior Financial Advisor for the past 7 years. He has grown his business from the ground up and now has a very expansive and dynamic client base. He runs his own office with two partners and three assistants.

I am currently a homemaker and stay at home mom to our three children. I have over 10 years of retail sales and customer service experience, in addition to 6 years of retail management experience. I was in charge of the build out and business start up for a local retail dance supply store in 1998. I grew that business into a thriving operation before leaving prior to the birth of our first child.

Children's Orchard's is a thriving corporation that was started in 1980. There are over 70 franchises nationwide with two locations in the Las Vegas Valley. One store is located in Henderson and the other is near North Las Vegas. The market for children's clothing, furniture, and toys currently exceeds over \$200 billion dollars and growing. With families facing increasing pressure on their disposable income, Upscale Resale, the basis of the Children's Orchard concept, provides an excellent alternative for the needs of everyday parents and grandparents. Children's Orchard has a wonderful 24/7 franchise support system that ensures that owners will succeed. Children's Orchard is very selective in the items that will be sold in their stores. Only high end, mint condition clothes, furniture, gear, and equipment is acquired for inventory. Children's Orchard able to provide outstanding value in a comfortable upscale retail environment.

As franchise owners we are dedicated to building a successful and thriving Children's Orchard store in Las Vegas. As residents for the past decade and parents ourselves, we are very aware of the needs and wants of the dynamic and ever growing community of the Las Vegas valley. We look forward to opening out store and creating an outlet for parents in our community to acquire the high end children's goods they desire for their growing families.

If you are interested in learning more about the history, operations, and concepts of Children's Orchard, please visit the website at www.childrensorchar.com.

SUP-25255
12/06/07 PC

RECEIVED
OCT 23 2007